

**EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER**

**REGULAR MEETING**

**ADVISORY BOARD MINUTES**

**Wednesday, March 1, 2017**

**The Emma S. Barrientos Mexican American Cultural Advisory Board convened in a regular meeting at 600 River Street, in Austin, Texas.**

**Board Members in Attendance:**

<b>Rick Hernandez, Chair</b>	<b>Anna Maciel, Member (Arrived at 6:07)</b>
<b>Blanca Valencia, Co-Chair</b>	<b>Julia Aguilar, Member</b>
<b>Juan Oyervides, Member</b>	<b>Aida Cerda-Prazak, Member</b>
<b>Juanita Tijerina, Member</b>	<b>Kathy Vale-Castillo, Member</b>

**Staff in Attendance:**

**Laura Esparza, Museums and Cultural Programs Manager**

**Herlinda Zamora, ESB-MACC Manager**

**Tina Herrera, ESB-MACC Administrative Assistant**

**A. CALL TO ORDER:** Chair Hernandez called the Board Meeting to order at 6:02pm.

**B. CITIZEN COMMUNICATION:**

1. David King, a citizen of Austin shared his concerns with the Board letting them know that he does not see diversity or equity in the City of Austin.
  - He is hopeful that the MACC will get the funding that is needed to help with the Center's operation and mission.
  - King would like to see changes made to the City's Equity policy. He asked that the City Equity Officer provide data to the community showing where the money is going and what areas are receiving assistance.
2. Arturo Vargas, Representative of Casa Mexico Events, invited the Board to their event organized by different Mexican Government entities (Mexican Consulate, Foreign Affairs Ministries, and Tourism Board of Mexico). He let the Board know that the event was from March 9<sup>th</sup>-11<sup>th</sup>.
3. Leonel Garza, Teatro Vivo volunteer expressed his concerns about safety, inconsistency of the way the MACC runs its facility, and censorship.
4. Luis Ordaz, Artistic Director of Proyecto Teatro relayed to the Board that PT's residency had been terminated due to violations contradicting the contract and agreement with the MACC. He expressed that he will be appealing and challenging the decision that was made by staff.
5. Hector Ordaz, Artistic Director, Marcos Ordaz, Artistic Director, Emily Hernandez, PT Student, Melanie Campos, PT Student, and Marisa Limon, Teatro Vivo Board Member, and supporter of PT expressed their concerns of Proyecto Teatro being terminated. All who spoke asked that the Board provide feedback and reverse the decision of PT's termination.

**C. APPROVAL OF MINUTES:**

With no corrections, Co-Chair Valencia motioned to approve. Member Cerda-Prazak seconded the motion. Motion passed. (8.0)

**D. PRESENTATIONS:**

1. Kim McKnight, PARD Project Manager requested that the Board schedule a Special Called Meeting for March 8th letting the Board know that the contract was not yet ready to be posted.
  - Staff had been in negotiation since the authorization from City Council with CasaBella letting the Board know the plan would be to bring a contract forward where there would be representatives from PARD’s Contracting Compliance Office to answer any questions about the proposed contract.
  - McKnight has requested to be on the March 23<sup>rd</sup> City Council Agenda.
2. Brion Oak, Chief Equity Officer for the City of Austin gave a presentation on the initiatives that the City Equity Office is currently working on.
  - The Equity Office’s mission is to provide leadership, guidance, and insight on equity to improve the quality of life for all Austin residences.
  - Oak stated that their plan to build equity is to focus on normalizing their development and sharing their understanding around equity. They will be training individuals to be more competent and aware, tackling tough conversations like racism in the work place, and working on interacting with the community.
  - The Equity Action Team has put together an assessment tool that is used through the government alliance known as “Government Alliance for Race and Equity” to collect data so City Council can make accurate decisions based on equity and budgets. He invited the Board and staff to attend their meetings letting them know they are the third Friday of every month from 11:30am-1pm, noting that due to Spring Break their next meeting would be taking place March 24<sup>th</sup> and that he would send the information to staff so they could attend if they would like.
3. Chair Hernandez shared with the Board and staff that he had heard from several individuals that Waller Creek Conservancy was in the process of expanding their tax increment financing (TIF) boundaries.
  - Chair Hernandez was concerned that might have an impact on the MACC so he asked that they give a presentation. Peter Mullan, Executive Director for the Waller Creek Conservancy will present at a future Board meeting, until then he asked that the Board continue to participate in their meetings as they go through the process.

**E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:**

1. Member Oyervides stated to the Board that landscaping was not included in the Master Plan. He brought to the Board and staffs attention that there are bushes next to the main entrance that could be a possible danger to the children that attend MACC programs and asked that the landscaping be reviewed.
  - McKnight let the Board know that landscaping is included in the Master Plan. Herlinda Zamora, Site Manager let the Board know that staff could put in a work order to request the removal of the bushes.
  - Member Vale-Castillo motioned to convene a Special Called Meeting at 6pm, Wednesday, March 8<sup>th</sup>. Co-Chair Valencia seconded the motion. Motion passed. (8.0)

2. No further discussion.
3. No further discussion.
4. Chair Hernandez gave a brief update letting the Board and staff know that on February 17<sup>th</sup> he attended a meeting with the Mayor.
  - The Mayor expressed that he has every intention to try and increase the hotel/motel taxes allowable, however, the Mayor asked for the individual organizations to think about alternative revenues sources and come up with how the organization would use the hotel/motel tax money.
  - The next meeting will take place Wednesday, March 22<sup>nd</sup>.
5. Chair Hernandez met with Robert Rodriguez one of the managers at Skyhouse and let the Board know that Rodriguez prefers the event be held in the fall.
  - Chair Hernandez noted that the next step is for him to meet with Ben Siegel, Co-President of Rainey Business Coalition. He will keep the Board and staff updated.
6. No discussion, will place on the Special Called Meeting Agenda.

**F. STAFF REPORTS:**

- Herlinda announced to the Board that Ishmael Soto passed away.
- Zamora provided the February Marketing, Outreach report, March Calendar dates, Education's updates, and mentioned that the Nathan Nordstrom Exhibit reception had a crowd of over 600 patrons.
- Member Cerda-Prazak mentioned that there are now specs in District 4 and signage can now go up in that area.
  - Co-Chair Valencia let the Board know they had reached the 9 o'clock hour and that the meeting needed to be adjourned or they needed to vote for an extra 5 minutes.
  - Member Vale-Castillo exited the meeting at 9pm.
  - Member Maciel motioned to give Member Cerda-Prazak an extra 5 minutes to speak. Co-Chair Valencia seconded. Motion passed. (7.0) Member Vale-Castillo was not in attendance at the time of the vote.
  - Member Cerda-Prazak continued with the topic by asking Zamora what was the next event that could be advertised, Zamora responded with the MACC's 10 Year Anniversary.

**G. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:**

- Update on the MACC Master Plan relating to Palm School and the Historical District.
- Discussion and Possible Action on the budget of supporting opening the center regularly on Sundays.
- Discussion on the construction parking for the development at 64 Rainey.
- Discussion and Possible Action on checking into the budget for Security or a Fulltime Staff member.

**H. ADJOURNMENT:**

Member Cerda-Prazak motioned to adjourn with a second by Co-Chair Valencia. Motion passed. (8.0) Chair Hernandez adjourned the meeting at 9:05pm.